The
Measuregraph
ELIMINATES
OVER-MEASUREMENT
Computes amount of sale
Instills confidence
Insures 36-inch yards
Write for Catalog
THE MEASUREGRAPH CO.
ST. LOUIS

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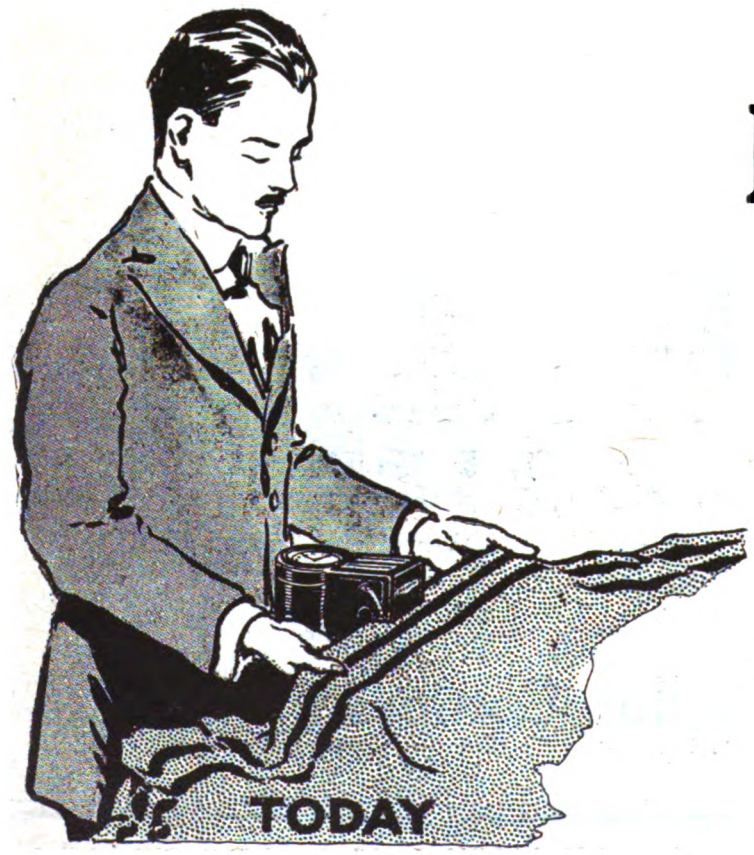
HERE we see that even 800 years ago the thumbs were relied upon to measure fabrics. It may, at first thought, seem absurd to make a comparison of present-day yardstick measurements with "yards" as measured centuries ago, but investigation reveals that yardstick results now are quite, if not more, variable than the picture shows. You may smile, Mr. Merchant, but let us prove to you that such is the case.



IN OUR research work, we have found that not infrequently a purchase of two or three yards *will measure* a quarter to three quarters of a yard *over*—sometimes a full yard *over!* Instances where a customer received six and one half instead of four and one half yards, or seven for five yards are not infrequent. The latter cases are not due to loss incurred by "swapping thumbs," but to interruption while making the measurement—*merely loss of count.*

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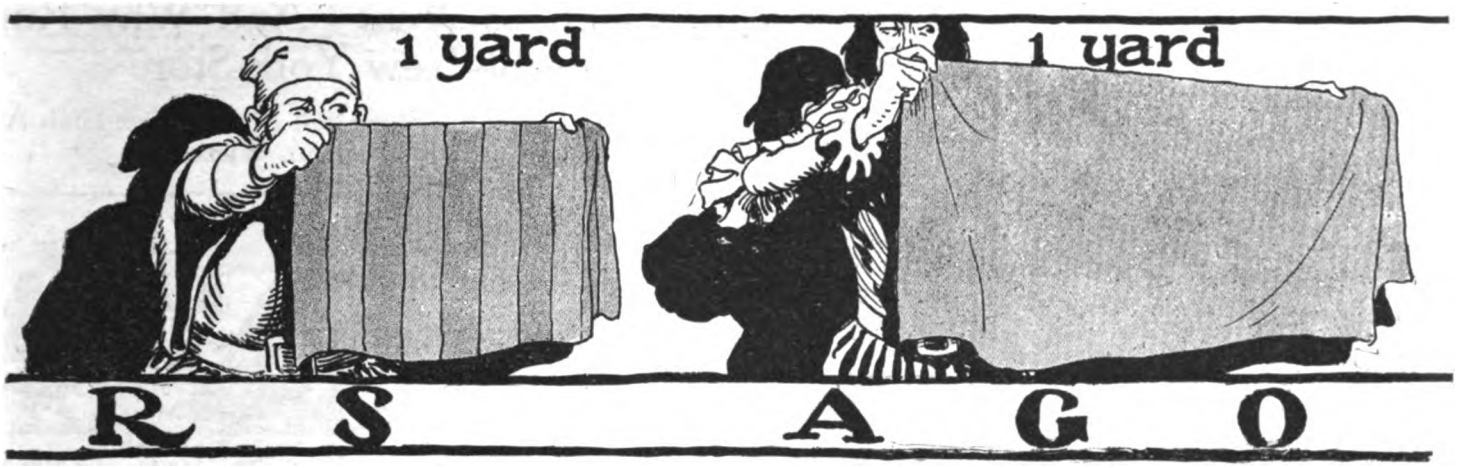

ALL of which is easily overcome by supplying the salesperson with the modern, up-to-date instrument which measures 36 inches to each yard, records automatically the number of yards measured, and in addition to these functions computes the amount of the sale—

THE MEASUREGRAPH

A Post Card Will Bring
Our Representative

TRADE MARK
MEASUREGRAPH
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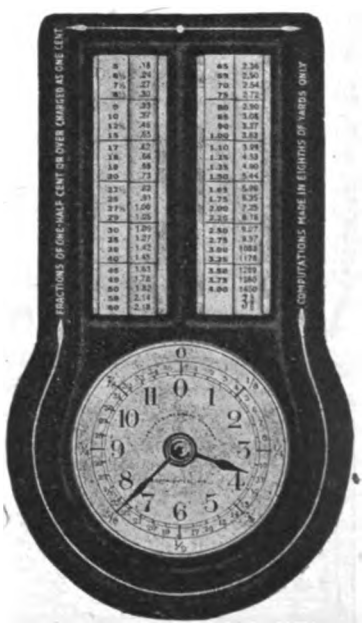

The Measuregraph Company
SAINT LOUIS

S. H. DYKSTRA
531 1st Nat'l Bank Bldg.
Chicago

J. A. COCHRANE
347 Fifth Ave.
New York

J. C. HAYES
412 Denckla Bldg.
Philadelphia

P. A. ERBES
742 Market St.
San Francisco

O. H. PIERCE
88 Bay St.
Toronto

T. B. WILLIAMS
1st Floor, Scollard Bldg.
Dallas, Tex.

D. C. PALMER
317 Textile Bldg.
Boston

LARRY ALTMAYER
233 Peachtree Arcade
Atlanta, Ga.

E. E. LETCHWORTH
733 First Nat'l-Soo Line Bldg.
Minneapolis, Minn.

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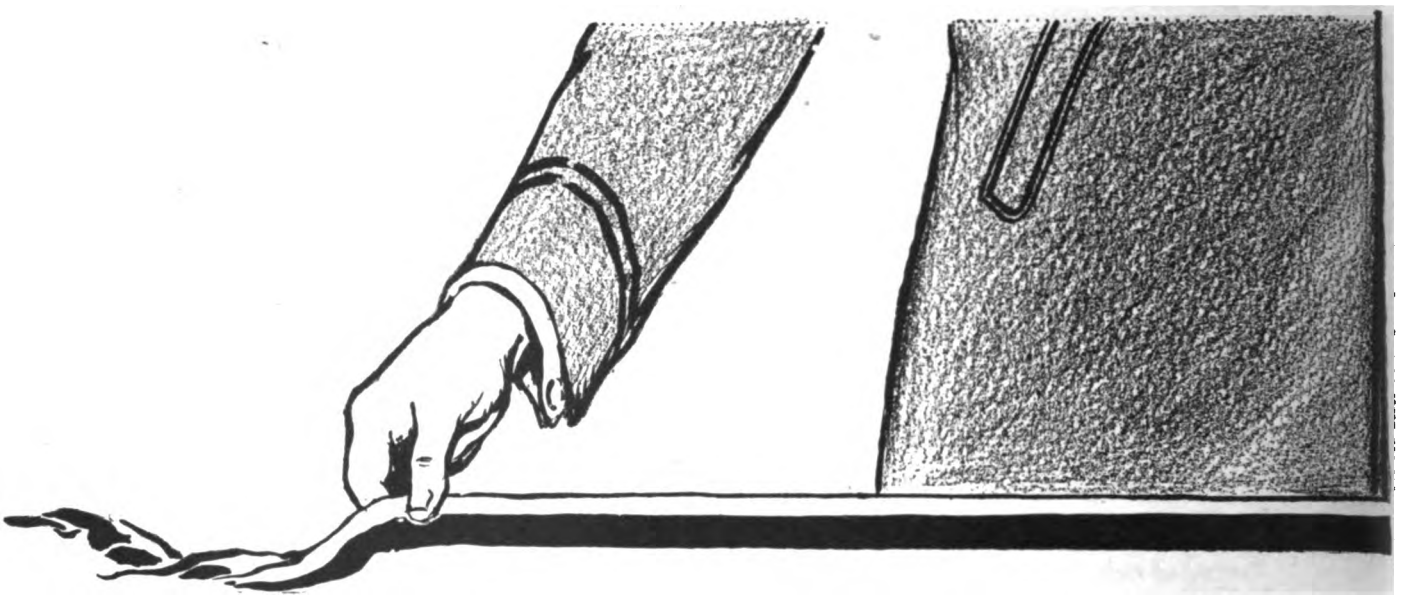
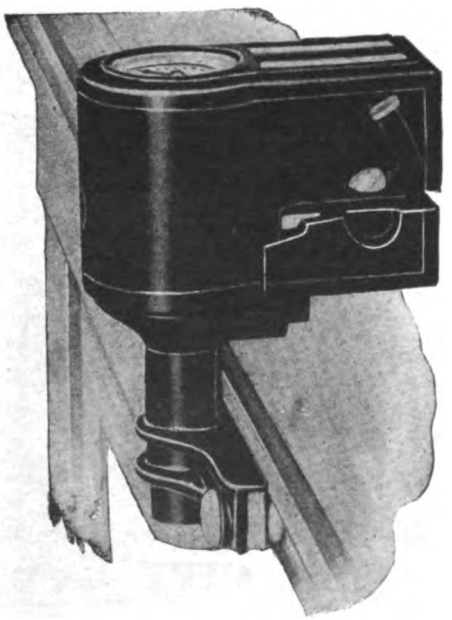


"THUMBS DOWN"

IN the first place, when yard sticks or counter tacks are used, the thumb is the real cause of loss.



Side-view of the Measuregraph

Both thumbs and fabric completely hide the end of the yard stick or top of the counter tack; the thumb *must feel* for the mark—yet today we usually want to *see* what we do.

Rapidly (perhaps) each yard is thumbed, and with each yard goes an extra bit of cloth—just the width of the thumb—for which the customer does not pay. It isn't the fault of the salesperson, for that's the way he has been taught to measure. The trouble lies in the lack of proper tools with which to work.

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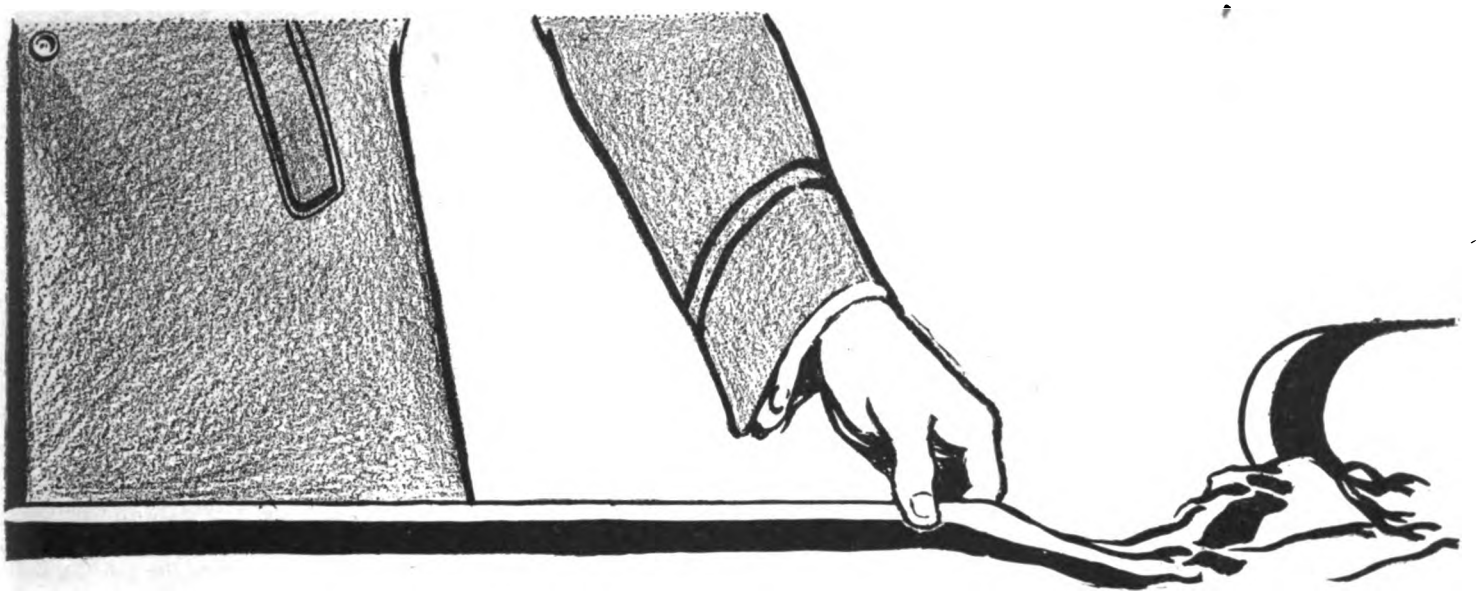

=WASTE

But now the MEASUREGRAPH has solved the problem! Here is an instrument that measures each yard accurately, records the total yardage down to the fraction of an inch *and even computes the amount of the sale.*

A small, compact and dignified appearing instrument, the MEASUREGRAPH is rendering highly satisfactory service to thousands of dry goods merchants—a boon alike to dealer, salesperson and customer; a timetested and proven device that successfully accomplishes its purposes.

TRADE MARK
MEASUREGRAPH
REG. U.S. PAT. OFF.

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A post card will bring our representative

The Measuregraph Company

SAINT LOUIS

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J. A. COCHRANE 347 Fifth Ave. New York	O. H. PIERCE 88 Bay St. Toronto	LARRY ALTMAYER 233 Peachtree Arcade Atlanta, Ga.
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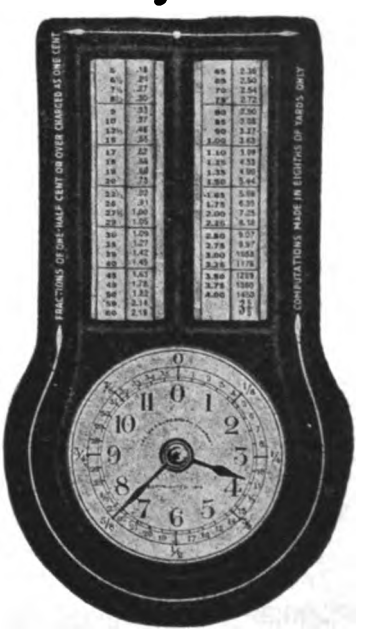

Top-view of the Measuregraph

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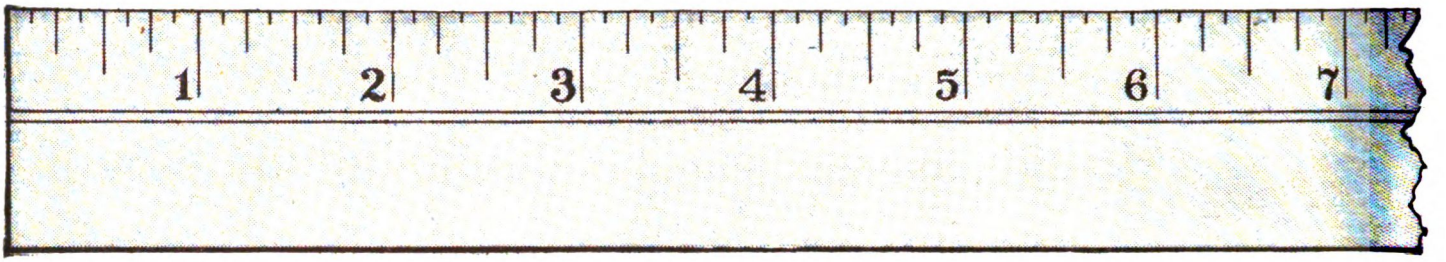
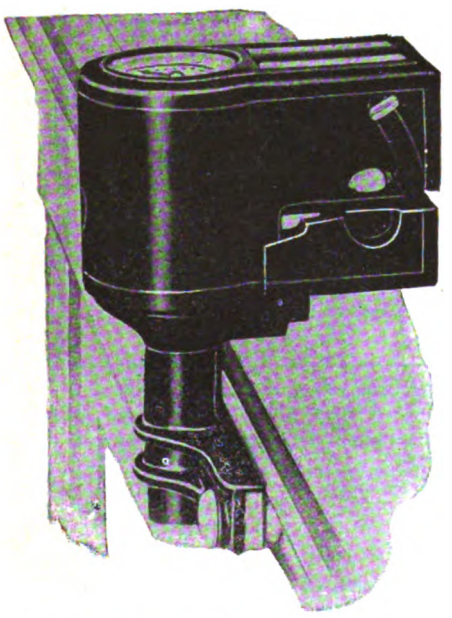


Thirty-six-inches No More -

THAT'S true of nearly every yardstick, though seldom can it be said of piece goods measured by yardsticks!

Statistics show us that, on the average, 92% of all piece goods sold represent inaccurate measurements, and of this total 85% are overmeasurements. Think of it! 85% of your yard goods sales overmeasured. Is it to be wondered at, then, that efficiency experts harp on this subject? And do you know that this represents an average loss on each sale of several cents? Authorities on the subject will verify that.



Side-view of the Measuregraph

It is hardly necessary to add that the remaining 7% of the 92% inaccurate measurements, representing undermeasurements, is even more costly than the overmeasurements!

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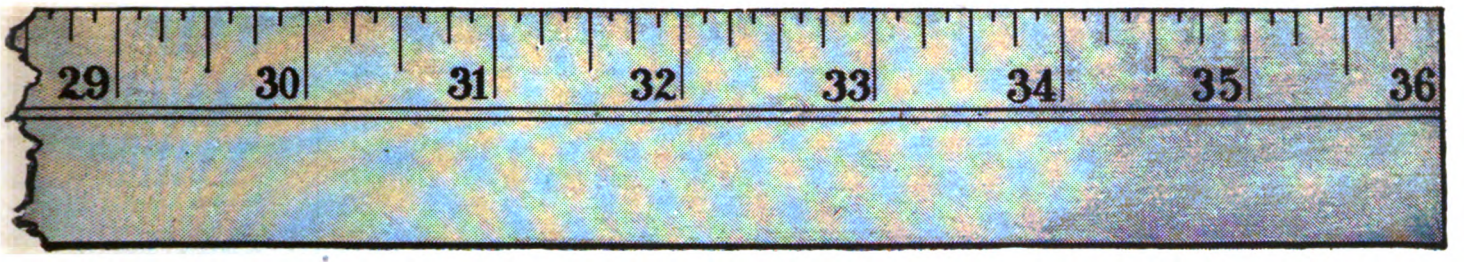

to One Yard-

-No Less

These are facts, Mr. Merchant! And with these figures before you, it is not a difficult task to determine in dollars and cents just how much yardsticks and tacks cost you each year. In any event a right tidy sum.

If then, we can save you practically all of this loss, our proposition will interest you, will it not? Especially so, since thousands of piece goods dealers have found Measuregraphs not only effect the saving of overmeasurement losses but compute the amount of each sale: and speed up service generally.

TRADE MARK
MEASUREGRAPH
REG. U.S. PAT. OFF.

Send for detailed information

The Measuregraph Company

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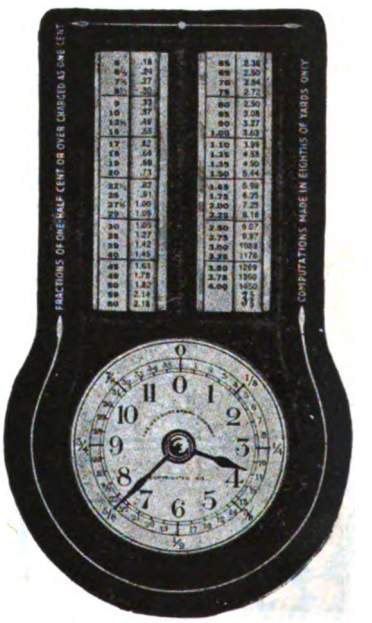

Top-view of the Measuregraph

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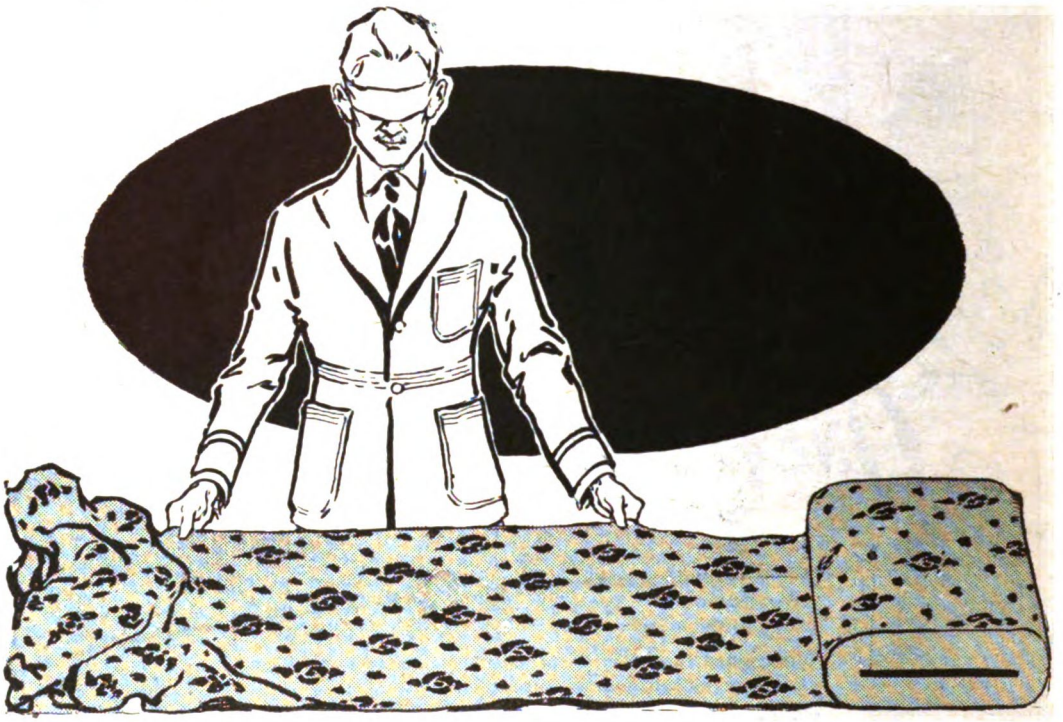
STOP GUESSING



WHY compel your salespeople to measure your piece goods blindly?

Of course, you have tacks on the counter—that is, a lot of merchants have—but watch a few sales down in the piece goods and you'll realize the illustration above tells a true story.

The bolt of selected material is flipped over three or four times; the salesperson grips fabric between thumb and fore-finger of each hand; and from there on must FEEL for the tacks. A little lost at the start; a little lost each time thumbs are changed; quite a bit lost on the entire sale.

Don't take our word for it. Have that sale, or several, checked up with steel tape in the hands of some very careful person and you'll find you are losing a good part of your profits.

The salesperson is absolutely blameless. The tacks are the real cause of your losses.

TRADE MARK MEASUREGRAPH REG. U.S. PAT. OFF.

THE MEASURE

SAINT

New York Boston Philadelphia Chicago Dallas Atlanta

Digitized by Google

BE POSITIVE

ELIMINATE the tacks, substitute the modern mechanism for measuring—the Measuregraph—and you eliminate guesswork.

Now you are positive that customers do not get overmeasurement. Neither do they receive any occasional undermeasurements. You save from 2 to 4% on all piece goods sales.

Nor is that all: The Measuregraph instantly indicates the amount of the customer's purchase. Run over some of your sales tickets and you'll realize what a saving of time for salesperson and customer is accomplished by Measuregraphs.

3500 Merchants now use Measuregraphs!

Which in itself proves conclusively that merchants, generally, realize their loss from overmeasurement and are fast adopting Measuregraphs to eliminate it.

GRAPH COMPANY
LOUIS

TRADE MARK MEASUREGRAPH REG U.S. PAT OFF

Minneapolis San Francisco Des Moines Omaha Toronto

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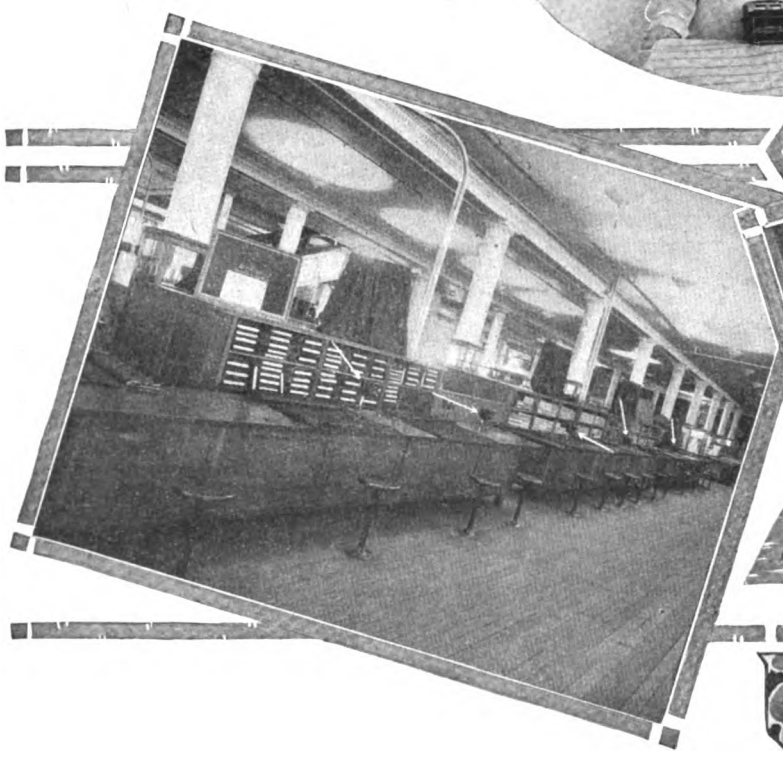
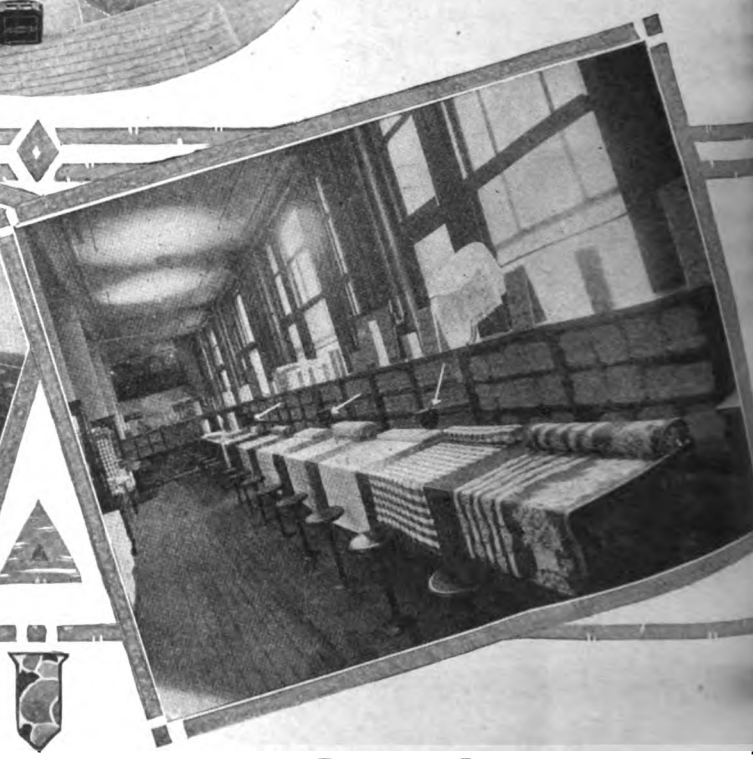
The Measure





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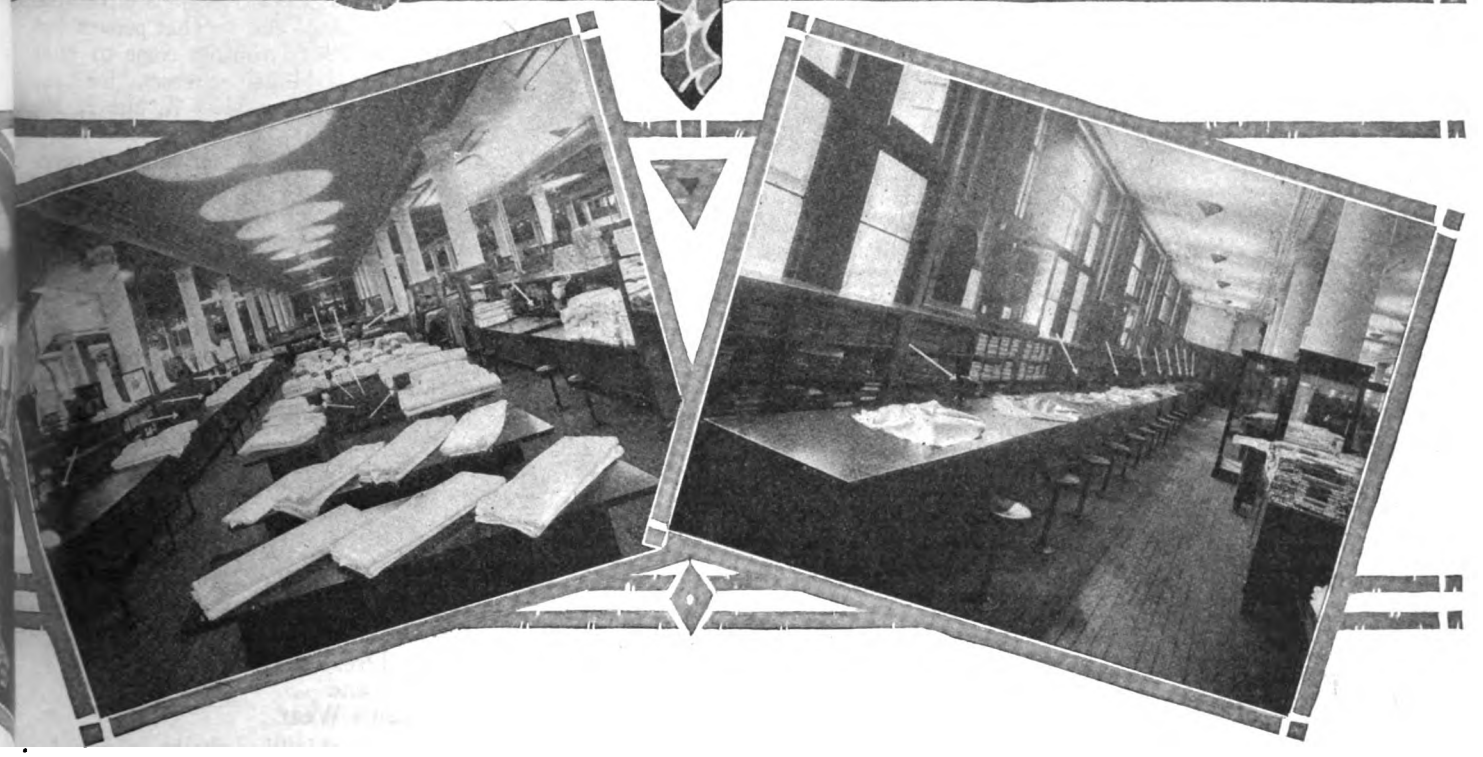
raph in Macy's



Macy's, of New York City—one of the biggest, best managed and most progressive department stores in the world—has Measuregraphs (one hundred and sixty-seven of them) on all piece goods counters.

SERVICE is the watchword in Macy's! Therefore, when they learned how Measuregraphs speeded up sales they invested promptly in complete Measuregraph equipment.

Of even greater importance though in deciding to adopt the Measuregraph was the fact that sales would be *accurately figured*, that all measurements would be *correct*, that the customer would get full measure, and with overmeasurement eliminated, an annual loss converted into handy net profit.

No guesswork about it, for a series of exacting tests proved conclusively that the Measuregraph met every requirement; it measured accurately, it computed amount of sales unerringly, and did all *quickly*. Truly, day in and day out

"More accurate than hands,
More dependable than mind."

What the Measuregraph is doing for Macy's and others, large stores and small stores alike, it will also do for you.

Write for Catalogue

THE MEASUREGRAPH COMPANY

SAINT LOUIS, U. S. A.

BOSTON PHILADELPHIA CHICAGO DALLAS ATLANTA MINNEAPOLIS
SAN FRANCISCO DES MOINES OMAHA TORONTO

TRADE MARK
MEASUREGRAPH
REG. U.S. PAT. OFF.

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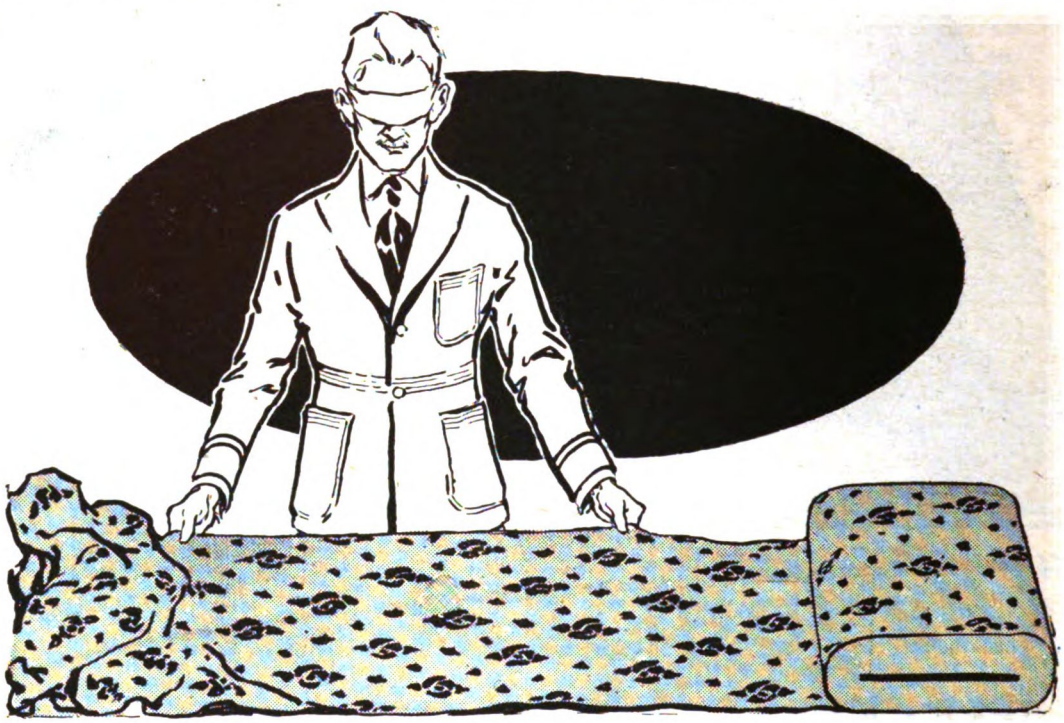
STOP GUESSING



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TRADE MARK MEASUREGRAPH REG U.S. PAT. OFF.

THE MEASURE
SAINT

New York Boston Chicago Dallas Atlanta

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GRAPH COMPANY
LOUIS

TRADE MARK MEASUREGRAPH REG. U.S. PAT. OFF.

Minneapolis San Francisco Des Moines Omaha Toronto

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A yard and seven-eighths at $1.69 per yard

QUICK— How much wil that cost you

No, of course, you can't say until you stop and figure it out!

Naturally you check back over your figures just to be sure you get everything right—

And, too, you must be pretty familiar with fractions, or decimal equivalents in order to do this at all.

Do you wonder then there are so many mistakes made in reckoning sales of piece goods? A few of them (charge accounts) can be rectified, but what of the far greater number of cash sales?

But with Measuregraphs—the answer is indicated INSTANTLY! $3.17! Accuracy is assured, sales are speeded up, and auditing simplified.

THE MEASURI

SAINT

New York Boston Chicago Dallas Atlan

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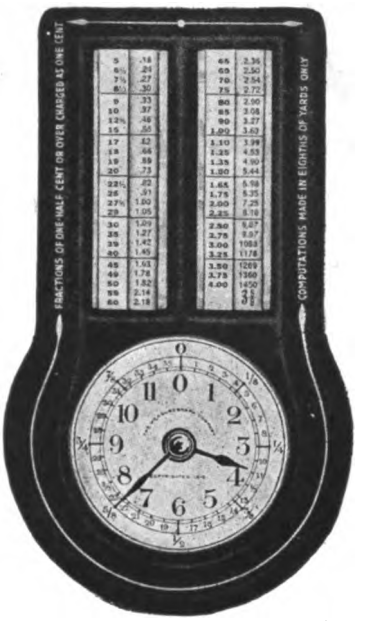

This top-view of the Measuregraph shows how this instrument takes all arithmetical problems away from the salespeople.

It shows, also, the recording device for registering the length of material sold, for Measuregraphs *measure* fabrics too, serving customer and dealer impartially.

5,000 Merchants

are using Measuregraphs! And, the big percentage of these merchants are in *small towns,* for here, perhaps more than in large cities, is protection against errors in calculations and over-measurement needed.

Write for further particulars
A representative will gladly call

GRAPH COMPANY
LOUIS

Minneapolis San Francisco Des Moines Omaha Toronto Havana

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$500.00 FOR

The Measuregraph Fabric Measuring

This is the Measuregraph. It measures the fabric exactly and computes the price in full view of the customer.

THOUSANDS of dry goods merchants use Measuregraphs today to eliminate what has been for years conceded one of the costliest leaks in the piece goods business—***overmeasurement.***

The Measuregraph Company from the beginning realized the importance of its trade-mark and watchfulness in that respect has fixed the name "Measuregraph" firmly in the minds of its users. So firmly in fact that merely mention "measuring machines" to a merchant now and he instantly thinks "Measuregraphs."

At first thought it would seem that this condition leaves little to be desired, ***but***—we do not want the name "Measuregraph" to become a dictionary word, in short, a synonym for "measuring machine." Profiting by the experience of well known manufacturers, the names of whose products have in just this way become the designations of certain types of commodities rather than the individual brand of the manufacturer, we seek now to avoid that condition.

TRADE MARK MEASUREGRAPH REG. U.S. PAT. OFF.

THE MEASURE

SAINT

New York **Boston** **Chicago** **Dallas** **Atlanta** **Minneapolis**

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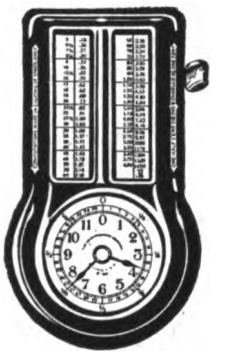
A SLOGAN

Machine Has Proven Its Worth!

Hence this contest! A contest to secure a slogan which in few words will clearly set forth that the name "Measuregraph" is ***not*** the designation of any and all fabric-measuring machines but ***the name of the fabric-measuring machine made by this Company.***



Top view of the Measuregraph showing the clock-like dial which indicates the number of yards and the price.

We are going to give $500.00 to get this Slogan—under the following conditions:

Salesperson operating the Measuregraph

1. It must be brief, not more than ten or twelve words.
2. It must be legibly written, each slogan on a separate sheet of paper.
3. It must be addressed to the Contest Department, The Measuregraph Co., St. Louis, Mo.
4. It must be received in this office not later than January 15, 1921.

Everyone is eligible and there is no limit to number of slogans any one person submits.

PRIZES

First Prize, $250.00 Second Prize, $100.00 Third Prize, $75.00

Fourth Prize, $50.00 Fifth Prize, $25.00

GRAPH COMPANY

LOUIS

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